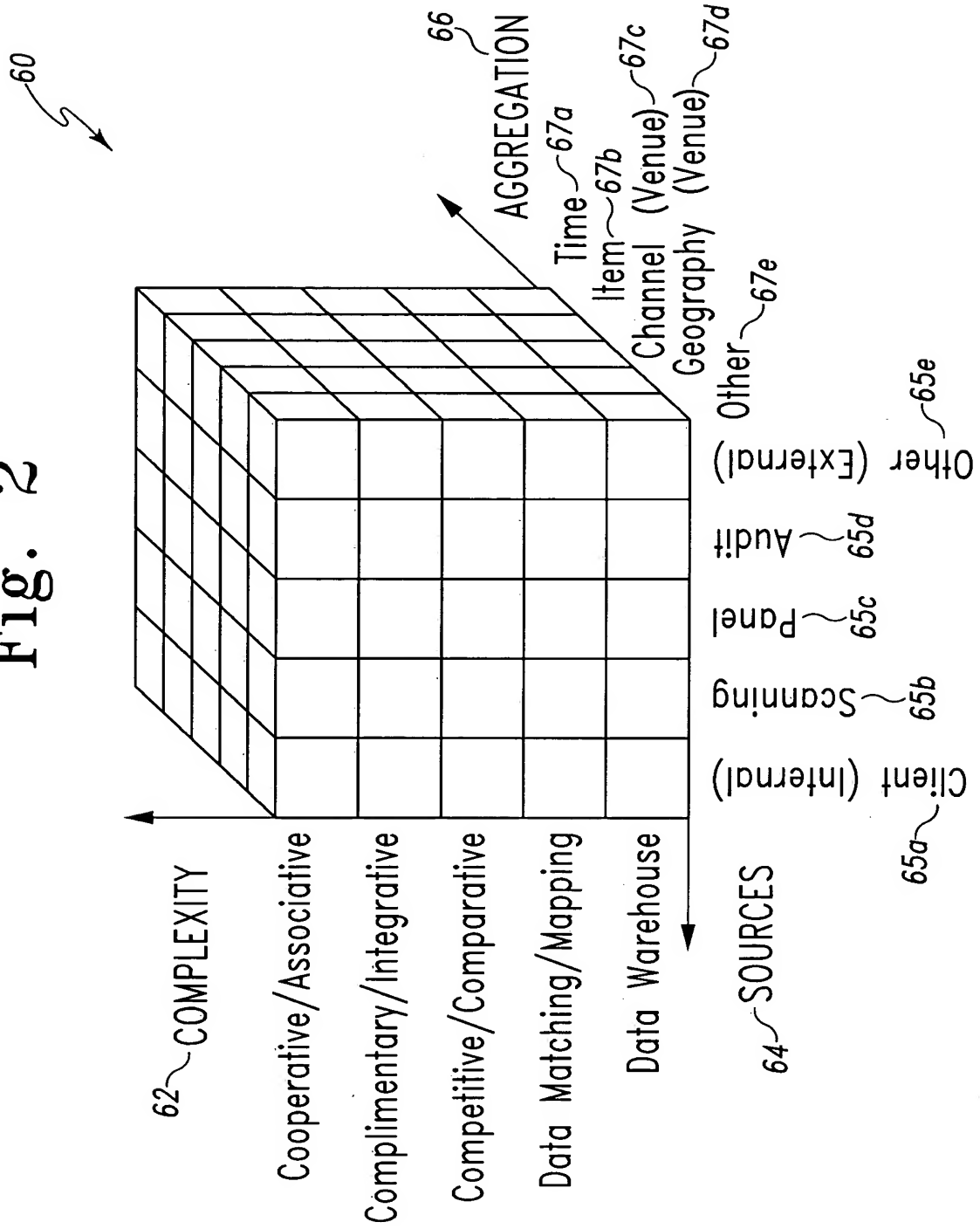


Fig. 1

Fig. 2



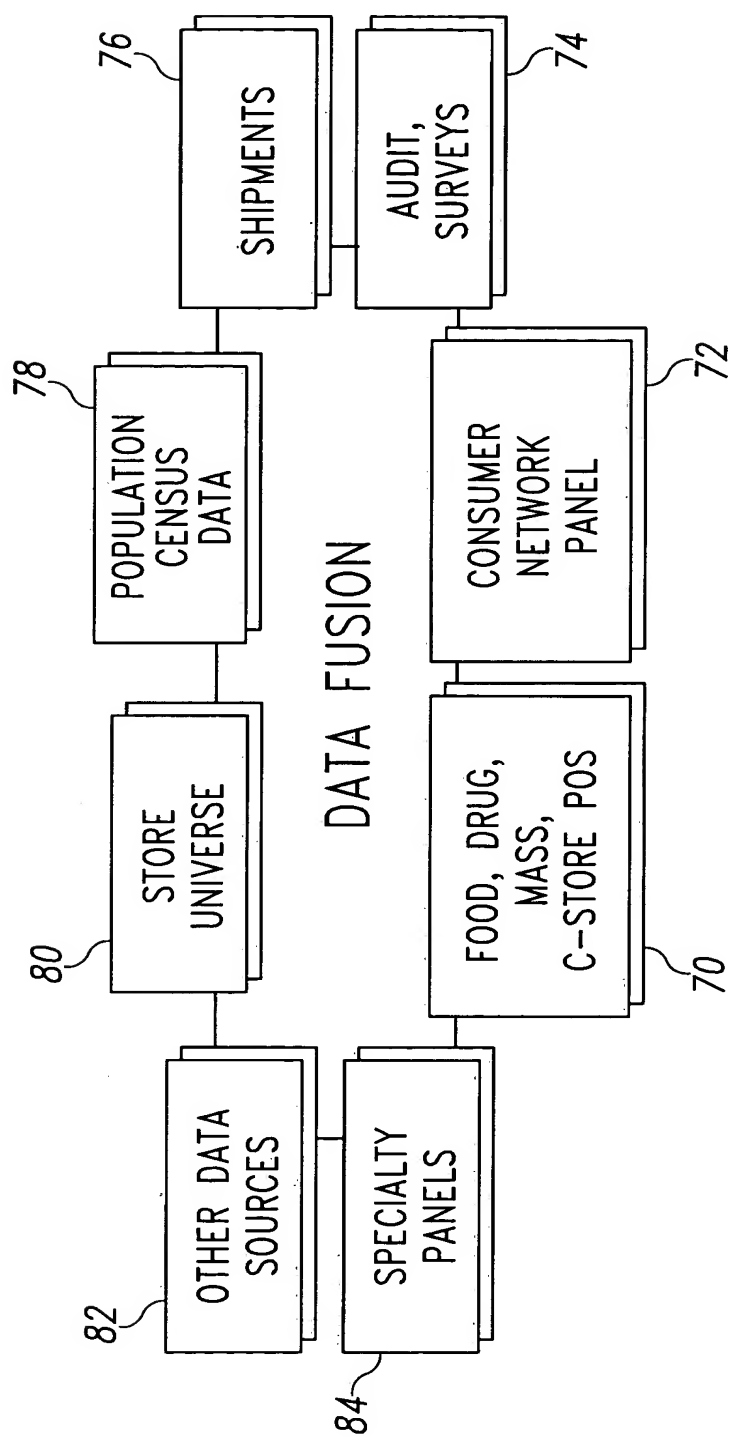


Fig. 3

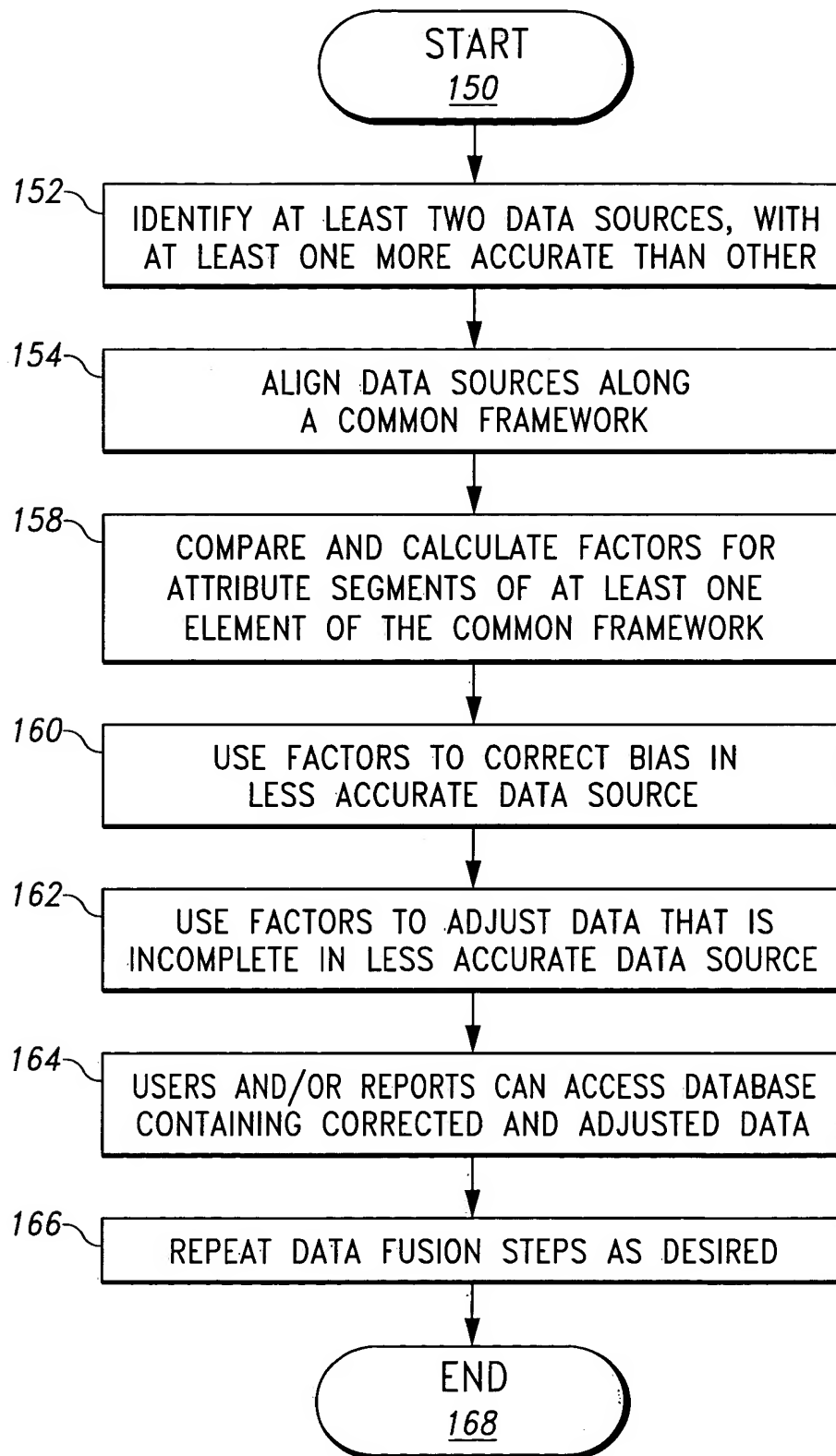


Fig. 4

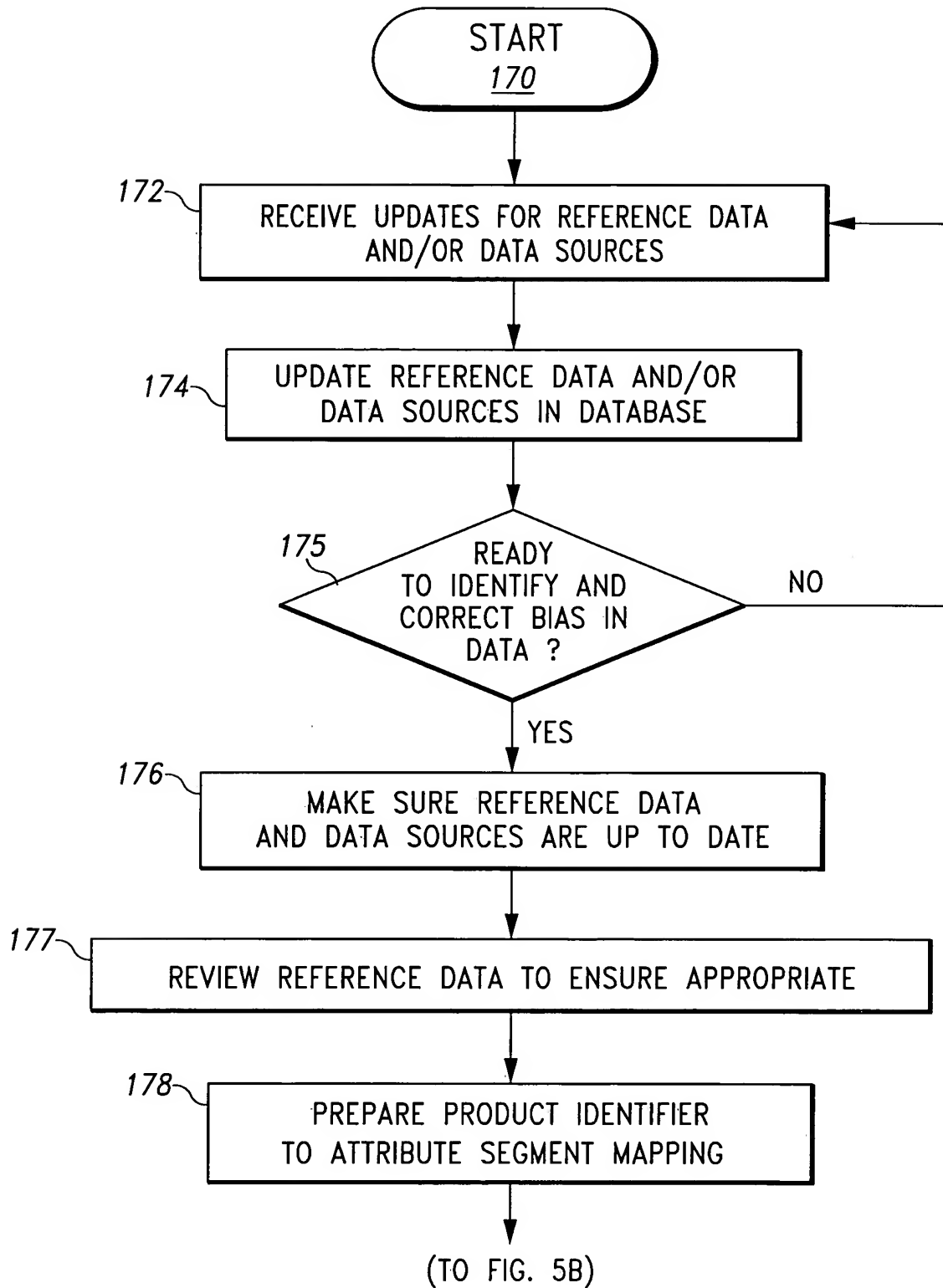


Fig. 5A

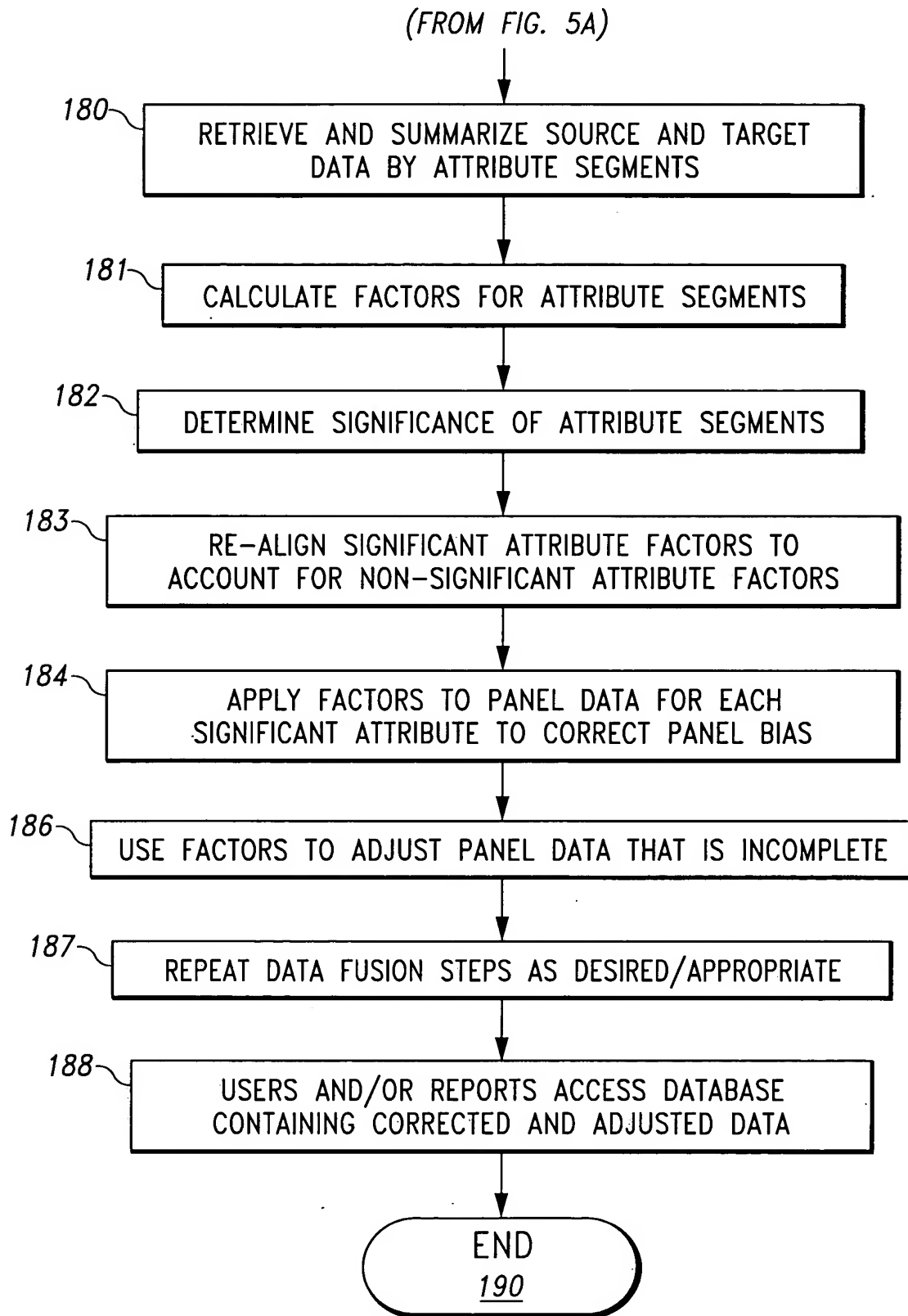


Fig. 5B

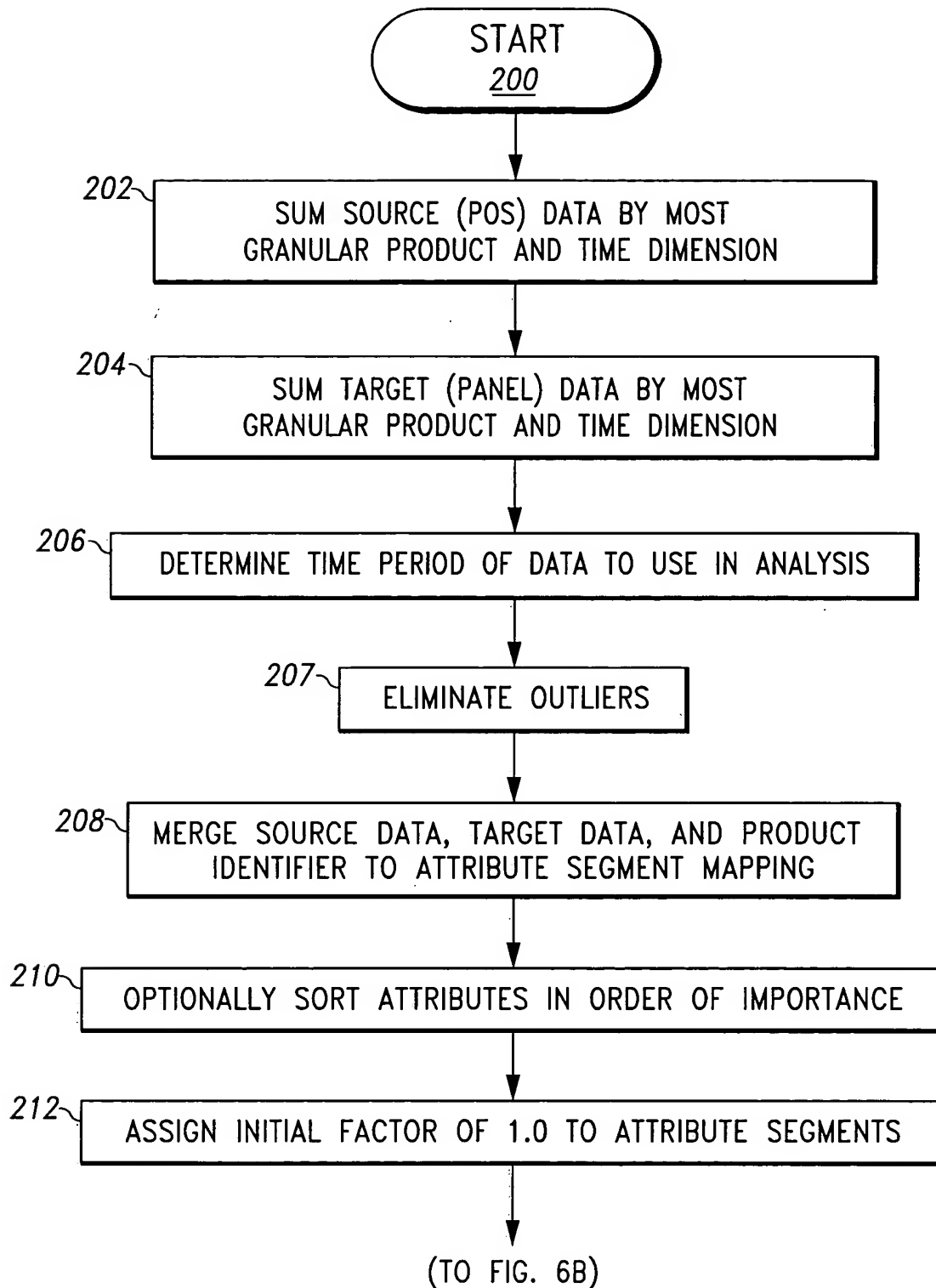
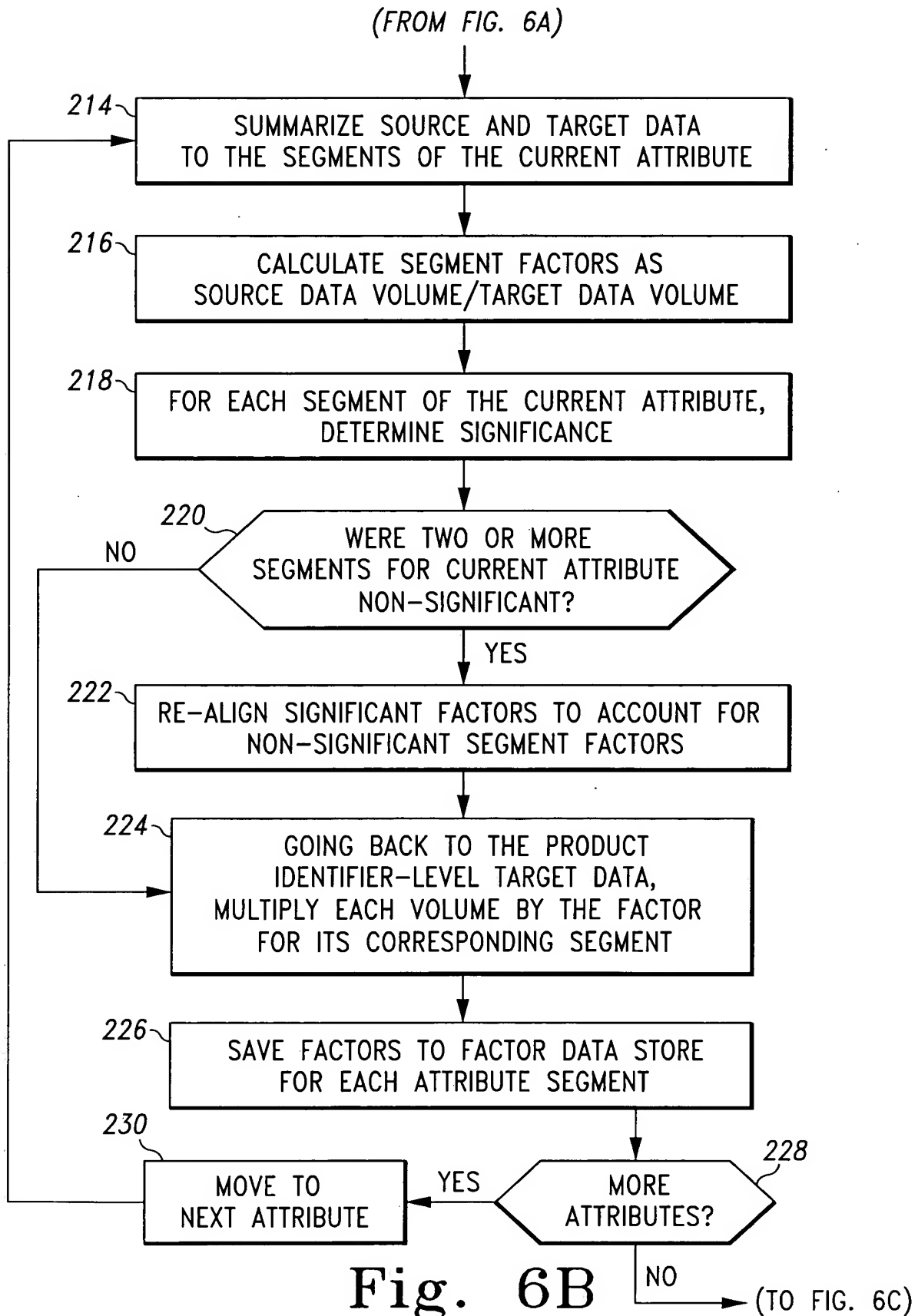


Fig. 6A





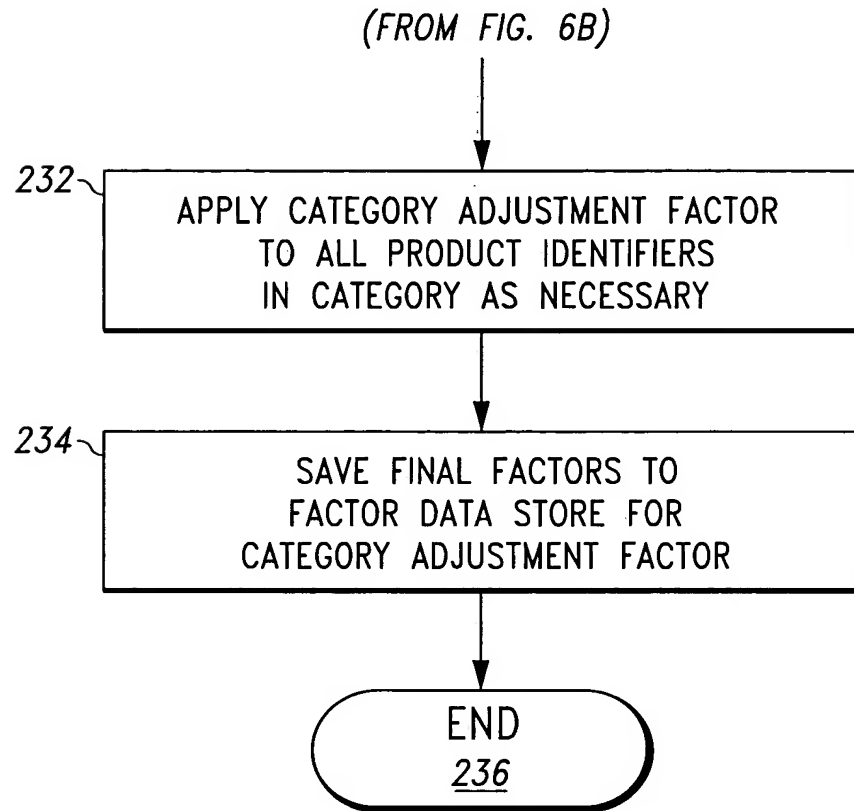


Fig. 6C

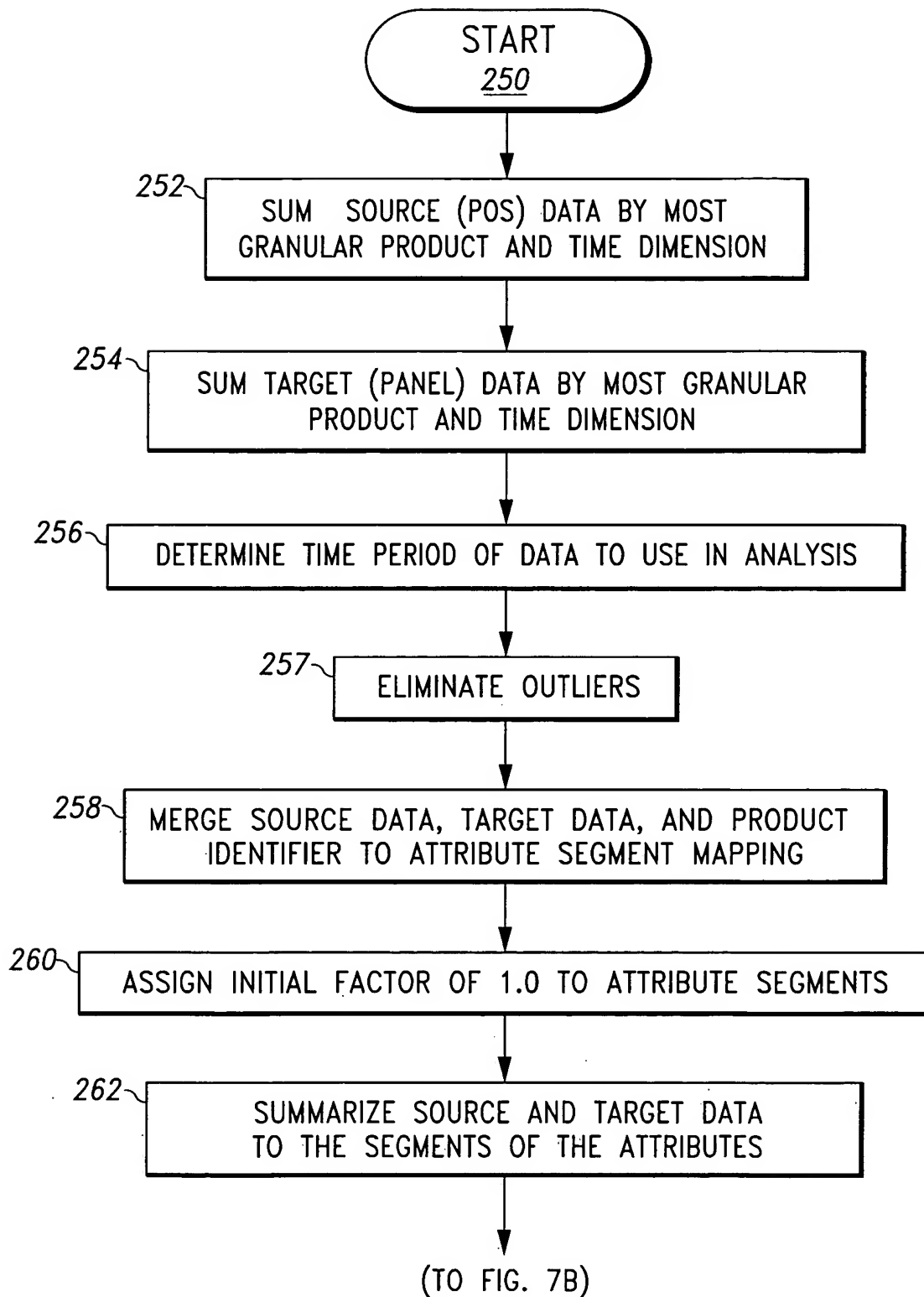


Fig. 7A

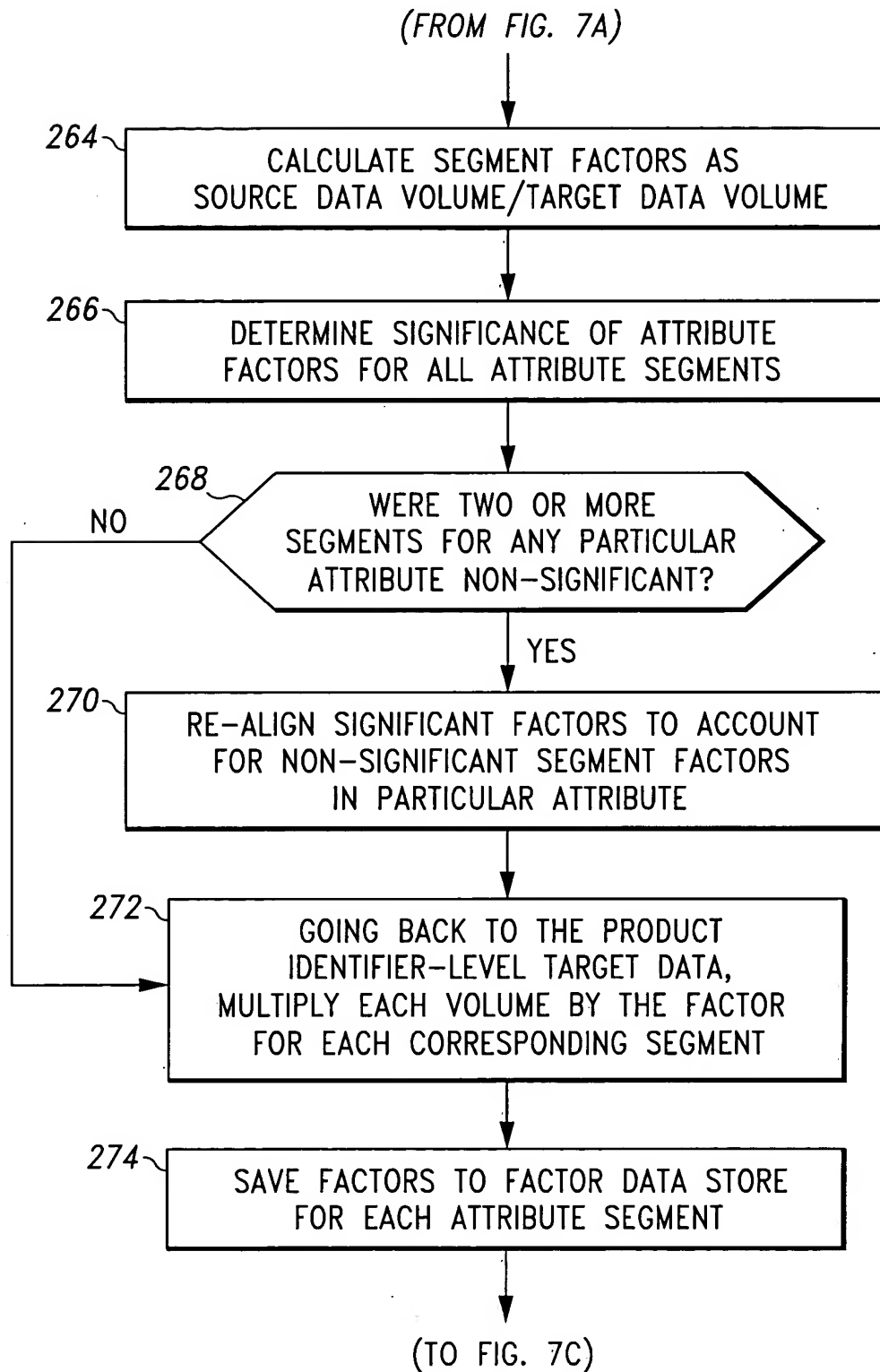


Fig. 7B

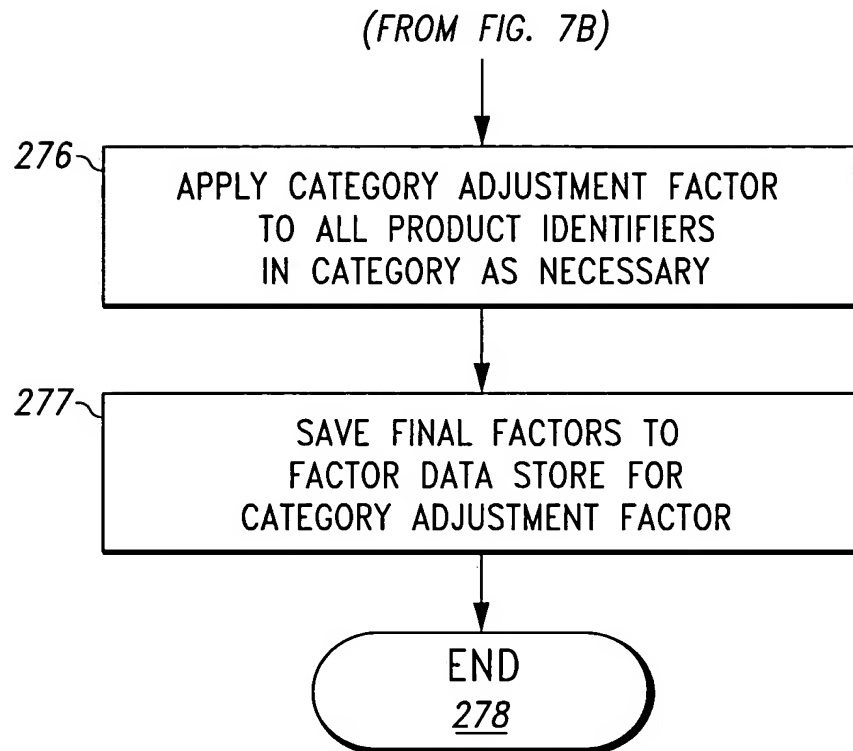


Fig. 7C

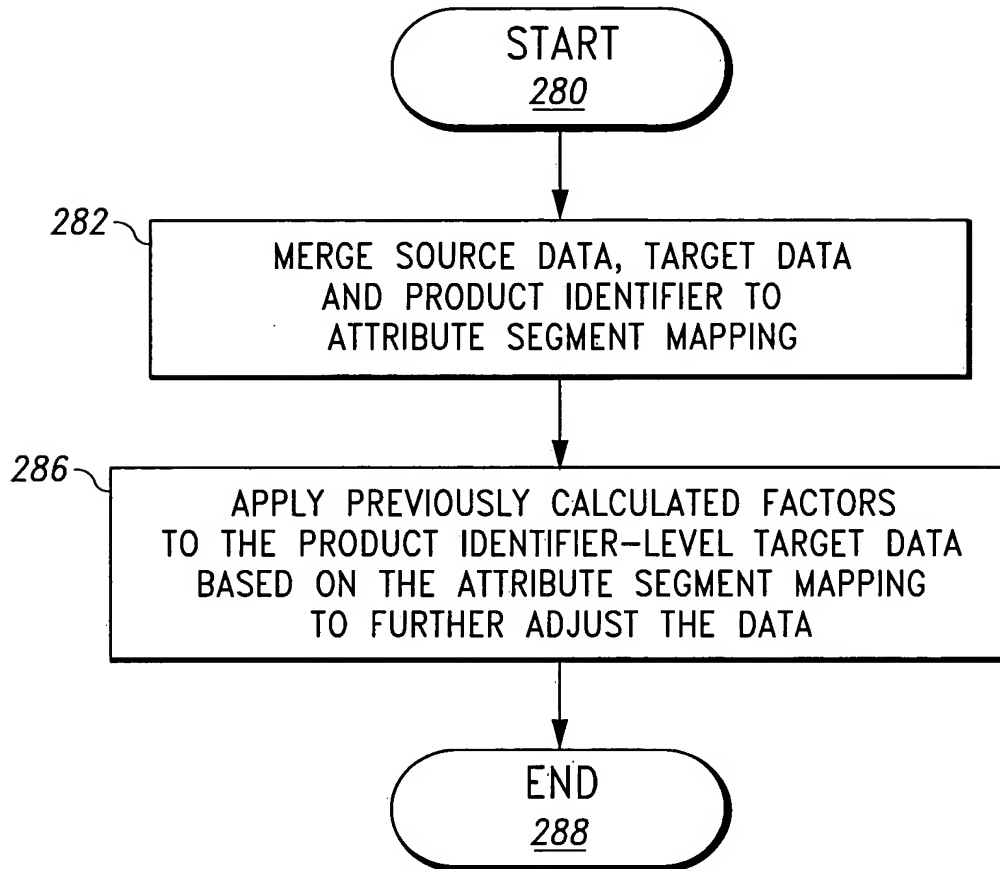


Fig. 8

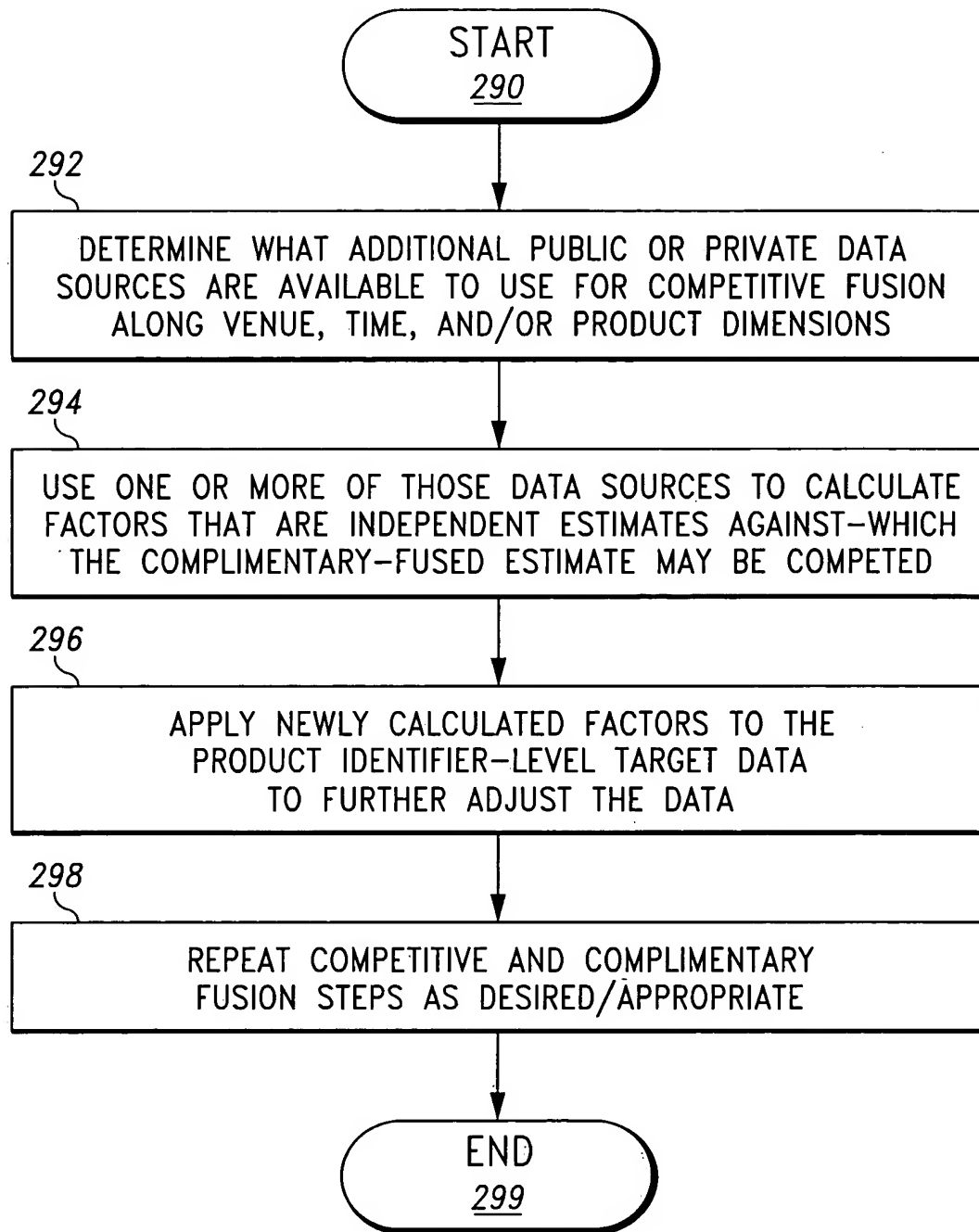


Fig. 9

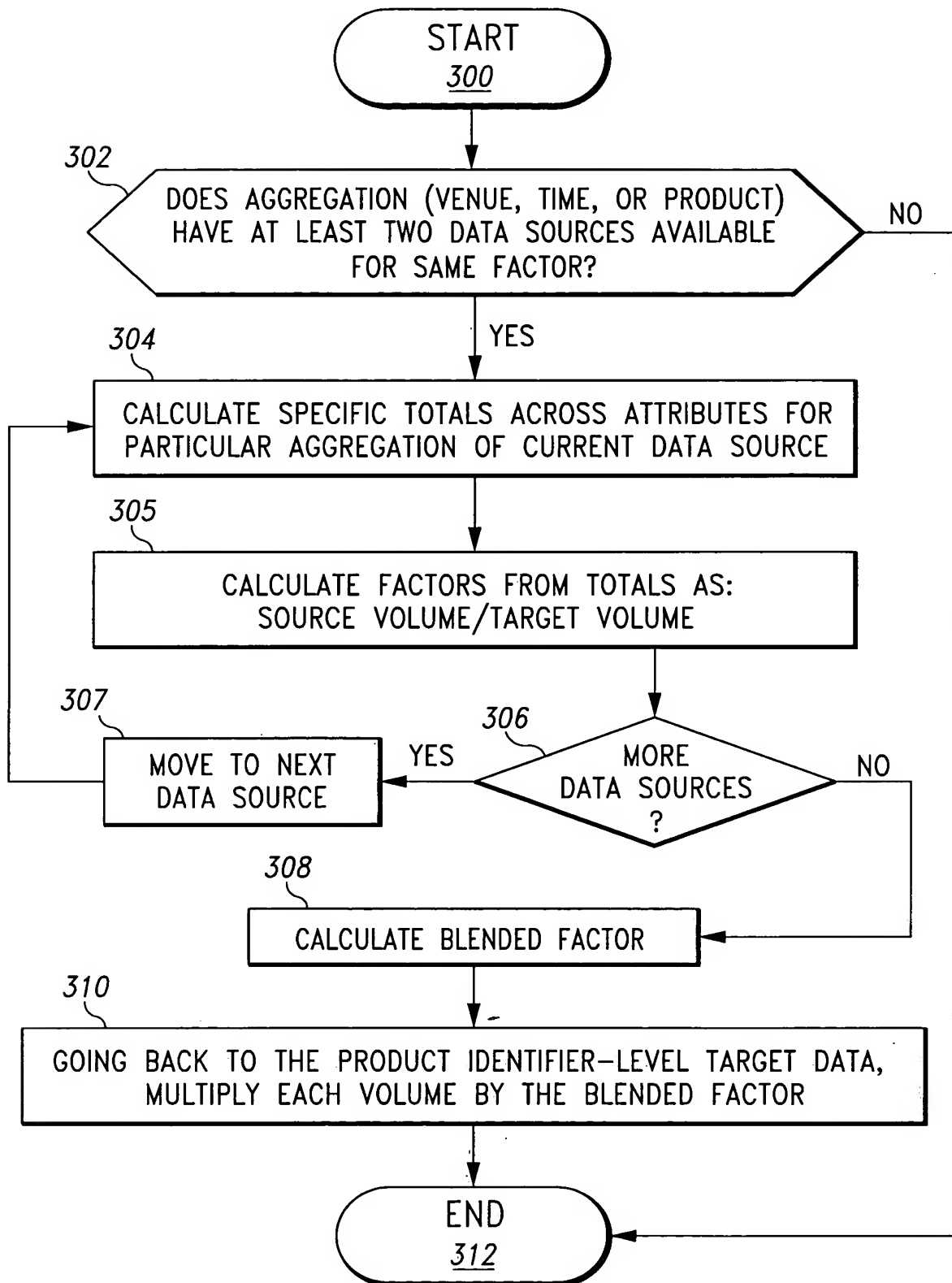


Fig. 10

UPC	324				320	322
	BRAND	MANUFACTURER	TYPE	SIZE	FDMx POS	FDMx PANEL
1	OLD FAITHFUL	GOOD CO.	REGULAR	BIG	75	71
2	OLD FAITHFUL	GOOD CO.	REGULAR	MEDIUM	200	153
3	OLD FAITHFUL	GOOD CO.	REGULAR	SMALL	50	30
4	NEW KID	GOOD CO.	SPECIAL	MEDIUM	100	112
5	NEW KID	GOOD CO.	SPECIAL	SMALL	30	27
6	GOOD OLD	OTHER CO.	REGULAR	BIG	50	45
7	GOOD OLD	OTHER CO.	REGULAR	MEDIUM	170	124
8	NEWER YET	OTHER CO.	SPECIAL	BIG	20	33
9	NEWER YET	OTHER CO.	SPECIAL	MEDIUM	50	53
10	NEWER YET	OTHER CO.	SPECIAL	SMALL	20	19
11	PLAIN OLD	PRIVATE LABEL	REGULAR	BIG	30	43
12	PLAIN OLD	PRIVATE LABEL	REGULAR	MEDIUM	100	109
13	PLAIN NEW	PRIVATE LABEL	SPECIAL	BIG	20	41
14	PLAIN NEW	PRIVATE LABEL	SPECIAL	MEDIUM	80	126
GRAND TOTAL					995	986

Fig. 11



		338	340	342			
		POS	PANEL	RATIO			
334 PRIVATE LABEL		230	319	1.39			
336 NON-PL		765	667	0.87			
330		332			344		
					346		
UPC	BRAND	MANUFACTURER	TYPE	SIZE	FDMx POS	FDMx PANEL	ADJ PANEL
1	OLD FAITHFUL	GOOD CO.	REGULAR	BIG	75	71	81
2	OLD FAITHFUL	GOOD CO.	REGULAR	MEDIUM	200	153	175
3	OLD FAITHFUL	GOOD CO.	REGULAR	SMALL	50	30	34
4	NEW KID	GOOD CO.	SPECIAL	MEDIUM	100	112	128
5	NEW KID	GOOD CO.	SPECIAL	SMALL	30	27	31
6	GOOD OLD	OTHER CO.	REGULAR	BIG	50	45	52
7	GOOD OLD	OTHER CO.	REGULAR	MEDIUM	170	124	142
8	NEWER YET	OTHER CO.	SPECIAL	BIG	20	33	38
9	NEWER YET	OTHER CO.	SPECIAL	MEDIUM	50	53	61
10	NEWER YET	OTHER CO.	SPECIAL	SMALL	20	19	22
11	PLAIN OLD	PRIVATE LABEL	REGULAR	BIG	30	43	31
12	PLAIN OLD	PRIVATE LABEL	REGULAR	MEDIUM	100	109	79
13	PLAIN NEW	PRIVATE LABEL	SPECIAL	BIG	20	41	30
14	PLAIN NEW	PRIVATE LABEL	SPECIAL	MEDIUM	80	126	91
GRAND TOTAL					995	986	995

Fig. 12

		358 POS	360 PANEL	362 RATIO			
354 356		REGULAR	675	594	0.88		
		SPECIAL	320	401	1.25		

350 UPC	BRAND	MANUFACTURER	352 TYPE	SIZE	FDMx POS	364 ADJ PANEL (PL)	366 ADJ PANEL (PL & TYPE)
1	OLD FAITHFUL	GOOD CO.	REGULAR	BIG	75	81	92
2	OLD FAITHFUL	GOOD CO.	REGULAR	MEDIUM	200	175	199
3	OLD FAITHFUL	GOOD CO.	REGULAR	SMALL	50	34	39
4	NEW KID	GOOD CO.	SPECIAL	MEDIUM	100	128	102
5	NEW KID	GOOD CO.	SPECIAL	SMALL	30	31	25
6	GOOD OLD	OTHER CO.	REGULAR	BIG	50	52	59
7	GOOD OLD	OTHER CO.	REGULAR	MEDIUM	170	142	161
8	NEWER YET	OTHER CO.	SPECIAL	BIG	20	38	30
9	NEWER YET	OTHER CO.	SPECIAL	MEDIUM	50	61	49
10	NEWER YET	OTHER CO.	SPECIAL	SMALL	20	22	18
11	PLAIN OLD	PRIVATE LABEL	REGULAR	BIG	30	31	35
12	PLAIN OLD	PRIVATE LABEL	REGULAR	MEDIUM	100	79	90
13	PLAIN NEW	PRIVATE LABEL	SPECIAL	BIG	20	30	24
14	PLAIN NEW	PRIVATE LABEL	SPECIAL	MEDIUM	80	91	73
ADJUSTED GRAND TOTAL					995	995	996

Fig. 13



390

UPC	BRAND	MANUFACTURER	TYPE	SIZE	FDMx POS	FDMx PANEL
1	OLD FAITHFUL	GOOD CO.	REGULAR	BIG	75	71
2	OLD FAITHFUL	GOOD CO.	REGULAR	MEDIUM	200	153
3	OLD FAITHFUL	GOOD CO.	REGULAR	SMALL	50	30
4	NEW KID	GOOD CO.	SPECIAL	MEDIUM	100	112
5	NEW KID	GOOD CO.	SPECIAL	SMALL	30	27
6	GOOD OLD	OTHER CO.	REGULAR	BIG	50	45
7	GOOD OLD	OTHER CO.	REGULAR	MEDIUM	170	124
8	NEWER YET	OTHER CO.	SPECIAL	BIG	20	33
9	NEWER YET	OTHER CO.	SPECIAL	MEDIUM	50	53
10	NEWER YET	OTHER CO.	SPECIAL	SMALL	20	19
11	PLAIN OLD	PRIVATE LABEL	REGULAR	BIG	30	43
12	PLAIN OLD	PRIVATE LABEL	REGULAR	MEDIUM	100	109
13	PLAIN NEW	PRIVATE LABEL	SPECIAL	BIG	20	41
14	PLAIN NEW	PRIVATE LABEL	SPECIAL	MEDIUM	80	126
				GRAND TOTAL	995	986

392

394

396

TOTALS BY MANUFACTURER

	POS	PANEL
PRIVATE LABEL	230	319
NON-PL	765	667

398

TOTALS BY TYPE

	POS	PANEL
REGULAR	675	575
SPECIAL	320	411

400

TOTALS BY SIZE

	POS	PANEL
BIG	195	233
MEDIUM	700	677
SMALL	100	76

Fig. 15



UPC	BRAND	MANUFACTURER	TYPE	SIZE	RETAILER 1			RETAILER 2		RETAILER 3		CLIENT SHIPMENT
					POS	PANEL		POS	PANEL	PANEL		
1	OLD FAITHFUL	GOOD CO.	REGULAR	BIG	25	21			23	16		80
2	OLD FAITHFUL	GOOD CO.	REGULAR	MEDIUM	70	43			35	40		194
3	OLD FAITHFUL	GOOD CO.	REGULAR	SMALL	0	0		130	12	0		23
4	NEW KID	GOOD CO.	SPECIAL	MEDIUM	35	30			20	23		83
5	NEW KID	GOOD CO.	SPECIAL	SMALL	10	11			0	5		17
6	GOOD OLD	OTHER CO.	REGULAR	BIG	20	14			13	12		
7	GOOD OLD	OTHER CO.	REGULAR	MEDIUM	40	28			25	20		
8	NEWER YET	OTHER CO.	SPECIAL	BIG	6	6		82	9	9		
9	NEWER YET	OTHER CO.	SPECIAL	MEDIUM	20	18			13	12		
10	NEWER YET	OTHER CO.	SPECIAL	SMALL	0	0			6	0		
15	PLAIN OLD	PRIVATE LABEL	REGULAR	BIG	10	12			10	13		
16	PLAIN OLD	PRIVATE LABEL	REGULAR	MEDIUM	35	35			22	22		
17	PLAIN NEW	PRIVATE LABEL	SPECIAL	BIG	8	16		51	12	12		
18	PLAIN NEW	PRIVATE LABEL	SPECIAL	MEDIUM	25	35			17	31		
					304	269		263	217	215		

Fig. 17

Fig. 18

POS PANEL RATIO			POS PANEL RATIO			POS PANEL RATIO		
PRIVATE LABEL	230	319	NON-PL	765	667	REGULAR	675	575
		1.39			0.87		320	411
430a			430b			430c		
BIG	195	233	MEDIUM	700	677	SMALL	100	76
		1.19			0.97			
		0.76						

UPC	BRAND	MANUFACTURER	TYPE	SIZE	RETAILER 1			RETAILER 2			RETAILER 3			CLIENT SHIPMENT
					POS	PANEL	ADJ PANEL	POS	PANEL	ADJ PANEL	PANEL	ADJ PANEL	PANEL	
1	OLD FAITHFUL	GOOD CO.	REGULAR	BIG	25	21	24	130	23	26	16	18	80	80
2	OLD FAITHFUL	GOOD CO.	REGULAR	MEDIUM	70	43	60		35	49	40	56	194	
3	OLD FAITHFUL	GOOD CO.	REGULAR	SMALL	0	0	0		12	21	0	0	23	
4	NEW KID	GOOD CO.	SPECIAL	MEDIUM	35	30	28	82	20	18	23	21	83	83
5	NEW KID	GOOD CO.	SPECIAL	SMALL	10	11	13		0	0	5	6	17	
6	GOOD OLD	OTHER CO.	REGULAR	BIG	20	14	16		13	15	12	14		
7	GOOD OLD	OTHER CO.	REGULAR	MEDIUM	40	28	39	51	25	35	20	28		28
8	NEWER YET	OTHER CO.	SPECIAL	BIG	6	6	4		9	7	9	7		
9	NEWER YET	OTHER CO.	SPECIAL	MEDIUM	20	18	17		13	12	12	11		
10	NEWER YET	OTHER CO.	SPECIAL	SMALL	0	0	0	263	6	7	0	0		0
15	PLAIN OLD	PRIVATE LABEL	REGULAR	BIG	10	12	9		10	7	13	9		
16	PLAIN OLD	PRIVATE LABEL	REGULAR	MEDIUM	35	35	31		22	19	22	19		
17	PLAIN NEW	PRIVATE LABEL	SPECIAL	BIG	8	16	8	267	12	6	12	6		6
18	PLAIN NEW	PRIVATE LABEL	SPECIAL	MEDIUM	25	35	20		17	10	31	18		
					304	269	267		217	231	215	212		

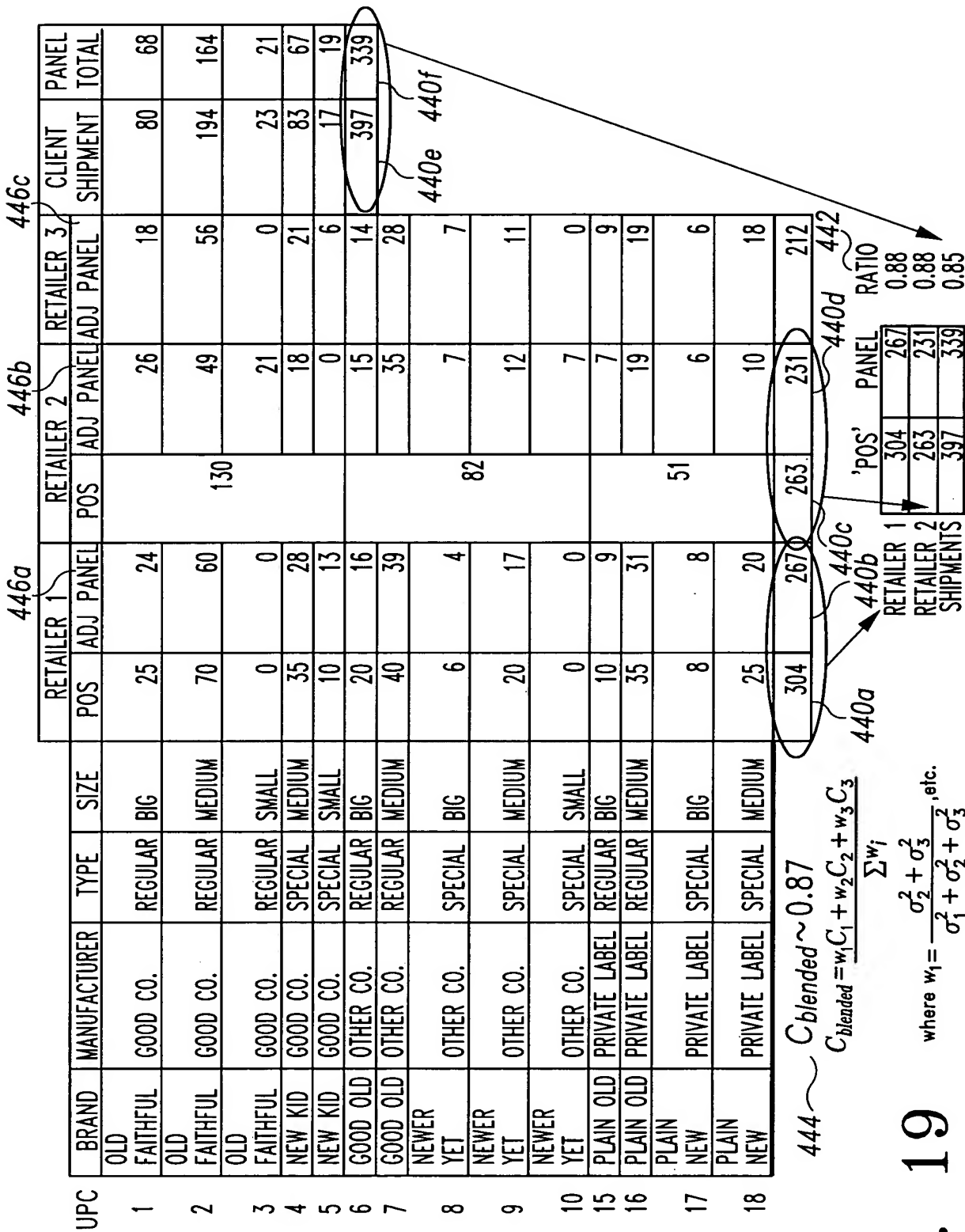


Fig. 19



444 ~  $C_{blended} \sim 0.87$

UPC	BRAND	MANUFACTURER	TYPE	SIZE	RETAILER 1			RETAILER 2			RETAILER 3		CLIENT SHIPMENT
					POS	ADJ	PANEL	POS	ADJ	PANEL	ADJ	PANEL	
1	OLD FAITHFUL	GOOD CO.	REGULAR	BIG	25		27			30	21		80
2	OLD FAITHFUL	GOOD CO.	REGULAR	MEDIUM	70		69	130		56	64		194
3	OLD FAITHFUL	GOOD CO.	REGULAR	SMALL	0		0			24	0		23
4	NEW KID	GOOD CO.	SPECIAL	MEDIUM	35		32			21	24		83
5	NEW KID	GOOD CO.	SPECIAL	SMALL	10		15			0	7		17
6	GOOD OLD	OTHER CO.	REGULAR	BIG	20		18			17	16		
7	GOOD OLD	OTHER CO.	REGULAR	MEDIUM	40		45			40	32		
8	NEWER YET	OTHER CO.	SPECIAL	BIG	6		5	82		8	8		
9	NEWER YET	OTHER CO.	SPECIAL	MEDIUM	20		19			14	13		
10	NEWER YET	OTHER CO.	SPECIAL	SMALL	0		0			8	0		
15	PLAIN OLD	PRIVATE LABEL	REGULAR	BIG	10		10			8	11		
16	PLAIN OLD	PRIVATE LABEL	REGULAR	MEDIUM	35		35			22	22		
17	PLAIN NEW	PRIVATE LABEL	SPECIAL	BIG	8		9	51		6	6		
18	PLAIN NEW	PRIVATE LABEL	SPECIAL	MEDIUM	25		23			11	21		
					304		307	263		266	244		

450a 450b 450c

Fig. 20

UPC	BRAND	MANUFACTURER	TYPE	SIZE	RETAILER 2			RETAILER 3		
					462a	464a	466a	462b	464b	466b
					REALITY	PRE-FUSION	POST-FUSION	REALITY	PRE-FUSION	POST-FUSION
1	OLD FAITHFUL	GOOD CO.	REGULAR	BIG	30	23	30	20	16	21
2	OLD FAITHFUL	GOOD CO.	REGULAR	MEDIUM	60	35	56	62	40	64
3	OLD FAITHFUL	GOOD CO.	REGULAR	SMALL	20	12	24	0	0	0
4	NEW KID	GOOD CO.	SPECIAL	MEDIUM	20	20	21	24	23	24
5	NEW KID	GOOD CO.	SPECIAL	SMALL	0	0	0	7	5	7
6	GOOD OLD	OTHER CO.	REGULAR	BIG	15	13	17	14	12	16
7	GOOD OLD	OTHER CO.	REGULAR	MEDIUM	40	25	40	32	20	32
8	NEWER YET	OTHER CO.	SPECIAL	BIG	6	9	8	7	9	8
9	NEWER YET	OTHER CO.	SPECIAL	MEDIUM	13	13	14	14	12	13
10	NEWER YET	OTHER CO.	SPECIAL	SMALL	8	6	8	0	0	0
15	PLAIN OLD	PRIVATE LABEL	REGULAR	BIG	9	10	8	10	13	11
16	PLAIN OLD	PRIVATE LABEL	REGULAR	MEDIUM	25	22	22	23	22	22
17	PLAIN NEW	PRIVATE LABEL	SPECIAL	BIG	7	12	6	7	12	6
18	PLAIN NEW	PRIVATE LABEL	SPECIAL	MEDIUM	10	17	11	24	31	21
					263	217	266	244	215	244
					RMSE	8.7	2.0	RMSE	7.3	1.2

Fig. 21

